

## ALCOHOL CONSUMERS

SECURE PREMIUM, OMNICHANNEL INVENTORY TARGETED AT ALCOHOL CONSUMERS

Take advantage of PubMatic's Alcohol Auction Package to help secure brand-safe inventory that reaches consumers that are of legal age and have shown interest in alcohol purchases.

### REACH PURPOSE-BUILT SEGMENTS DRIVEN BY DATA



#### TARGETED PUBLISHERS

Curated publishers, websites and apps that accept alcohol advertising



#### CONSUMPTION BEHAVIOUR

Past purchase of alcohol, beer, wine and spirits, or people who have the intent to visit liquor/bottle shops



#### SEARCH INTENT

Keywords related to alcoholic products and consumers



#### VERIFIED AUDIENCES

The audience is verified as being over the legal age for the purchasing of alcohol to ensure brand safety

Reach out to your PubMatic rep for the full list of custom audiences

### BENEFITS OF USING AN AUCTION PACKAGE

#### IMPROVED REACH & PERFORMANCE

Data applied through PubMatic's Connect has helped double campaign reach and increase viewability, VCR, and CTR.

#### BETTER WORKFLOW

Limited activation steps to streamline setup and measurement and stretch media dollars further, with fewer fees.

#### FRAUD FREE GUARENTEE

Mitigate fraud with less data leakage and understand what drives performance with near-real-time analytics across your deals.

#### FLEXIBILITY & CONTROL

Target whomever, whenever, and however you want with data direct from the source.

### PARTICIPATING DATA PROVIDERS



### PUBMATIC AUCTION PACKAGES

*Transparent, Targeted, Turbo-Charged*

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Worldwide: 18 Offices, 12 Data Centers

Founded: 2006, Nasdaq: PUBM

### ABOUT PUBMATIC

PubMatic is an independent technology company maximizing customer value by delivering digital advertising's supply chain of the future